

ORDER



© GANNETT COMPANY

WTLV-TV

Jim Quinn

T-PHI

NAT

Orders	Order / Rev:	698777 - 5
	Alt Order #:	6227467
	Product Desc:	AMERICAN CROSSROADS
	Estimate:	690
	Flight Dates:	09/04/12 - 09/14/12
	Original Date / Rev:	09/12/12 / 09/12/12
	Order Type:	Political

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency	Name:	<u>Crossroads Media/ POL</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>66 Canal Center Plaza Suite 500</u>
		<u>Alexandria, VA 22314</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	American Crossroads
	Demographic:	A35+
	Product Codes:	IS-Candidate/Presidential
	Priority:	P-3
	Revenue Codes:	AGY, GEN, POL

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	67	\$24,990.00	\$21,241.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	67	\$24,990.00	\$21,241.50	0.00
Totals	67	\$24,990.00	\$21,241.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	23%	\$24,990.00
Market	100%	\$108,652.17

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	13%	\$14,124.78
WCWJ	0%	\$0.00
WJXT	22%	\$23,903.48
WJXX	9%	\$9,778.70
WTEV	33%	\$35,855.22

May 7

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WTLV	09/08/12	09/08/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$250.00	P-3	0.00	NM	0	\$0.00
ELEMENT AT POSITION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/03/12		09/09/12		-----S-		1	\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WTLV	09/03/12-09/09/12	Sat 7-730p			Sat 7p-7:30p			-----Sa--	:30	(\$250.00)	0.00	NM		
Credited															
N71	WTLV	09/13/12	09/14/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	---TF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 09/10/12		09/16/12		---TF--		1	\$250.00		0.00						

Order / Rev: 698777 - 5
Alt Order #: 6227467
Flight Dates: 09/04/12 - 09/14/12

Advertiser: American Crossroads
Product Desc: AMERICAN CROSSROADS
Estimate: 690

WTLV-TV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
															Totals	67	\$24,990.00